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Advertising Age®

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Buy-buy, bye-bye in media world

New names, new faces result from desire to acquire

By CRAIG REISS

It was a week of historic magnitude and dramatic transition for some of the nation's biggest media companies.

Ownership changed hands in two major deals, and control of several other major media entities was either being challenged, or about to be, through stock purchases by outsiders.

The $3.5 billion takeover of ABC Inc. by Capital Cities Communications, both New York, remained the largest and most remarkable event in a remarkable week.

That was an amicable merger, as was Rupert Murdoch's $250 million cash outlay ($88 million was a loan) for a 50% stake in 20th Century Fox Film Corp., Los Angeles. *(see related story on Page 2).*

Friendliness, however, stopped there. For everyone else affected by the accelerating rush to acquire stock in media operations, the mood last week was particularly nasty. Consider:

James Brady's views of Tom Murphy and the Cap Cities crowd—Page 3.

- Ivan Boesky, one of the country's fiercest arbitragers, whose Wall Street exploits have earned him the nickname "Piggy," last week acquired a 7%-to-8% interest in CBS Inc., New York, for $240 million, according to the *New York Times*.

At press time, CBS said it was unaware of Mr. Boesky's action, but the company was listed every day last week on the New York Stock Exchange's list of most active stocks.

- Mr. Boesky's reported move on CBS followed by two days the announcement of the Cap Cities/ABC merger (AA, March 21) and by one day a report in Liz Smith's *New York Daily News* gossip column that former CBS Inc. chairman William Paley was considering a return to the fold by leading a leveraged buyout of CBS, the company he founded.

CBS denied the Paley report and also said it knew of no move by Mr. Boesky to acquire such a large block of CBS stock. But it is a clear commentary on the state of affairs in the control of media companies that Mr. Boesky was not discouraged by that denial. Media stocks now are being driven far more by perception than by fact.

- Ted Turner, who earlier this month was reported to have begun his own CBS Inc. takeover bid (AA, March 4), gave a deposition to CBS lawyers last week in which he apparently admitted that he had met several times with conservative Republican Sen. Jesse Helms (R., N.C.) about working together to buy out CBS. Sen. Helms' group, Fairness in Media, has been seeking to acquire CBS stock to force ideological change on the CBS board and CBS

(Continued on Page 116)

Perfectly clear who's touting Nixon's book

By JANET SIMONS

DENVER—If Geraldine Ferraro can, why not Richard Nixon?

The former U.S. President makes his bow this week as a commercial presenter in ads that tout the newspaper serialization of his new book, "No More Vietnams," in the *Rocky Mountain News*.

In 30-second radio and tv spots, Mr. Nixon reads a brief excerpt from his book. The tv commercial, featuring his narration, uses b&w Vietnam-era photographs of Mr. Nixon, selected by him from the Nixon archives.

Colle & McVoy, Denver, created the *News* campaign; the production company is Zine Design Films, Denver. Mr. Nixon made the tapes at his office in New York.

The idea of using the only President in U.S. history to be forced out of office as advertising talent began when an agency executive learned that Zine Design partner David Soma had a long relationship with Mr. Nixon and was willing to act as liaison. Mr. Soma had worked on a commercial for Mr. Nixon's presidential campaign and for other Republican party commercials.

The book's publisher, Arbor House; its syndicator, News America Syndicate Inc., and a group of Nixon sympathizers pushed to get the commercial made, according to Mr. Soma. "I think this will be very good for him," Mr. Soma added.

Mr. Soma claims Mr. Nixon decided to make the commercials not for the money, but to use them as a vehicle to show him in a favorable light. The former President undoubtedly feels the ads will present him as an elder statesman.

According to Mr. Soma, Mr. Nixon didn't take a talent fee, and insisted the commercial tapes be available free of charge to other newspapers carrying "No More Vietnams." The spots will run in at least 15 major markets, including New York, Boston, Chicago, Dallas and Orange County, Cal., starting March 31, the book's publication date.

Mr. Nixon had a degree of control over the content of the ads. He selected an initial group of photo-

(Continued on Page 116)

Cobra coiled

Anheuser-Busch reenters the malt liquor category this week with King Cobra (AA, March 21). The brand, expanded to 150 markets in 20 states after a one-year test in 12 markets, gives St. Louis-based A-B an entry in a market segment it left several years ago after the failure of Budweiser Malt Liquor. Print, radio and outdoor advertising, themed "The bite that's right," support the rollout. J.P. Martin Associates, New York, is the agency.

Last Minute News

Marschalk, Jordan win in Sterling juggle

NEW YORK—Sterling Drug has shifted more than $20 million in Lehn & Fink business. The move adds Marschalk Co. and Jordan, Case & McGrath to its roster, drops Avrett, Free & Ginsburg and moves two products out of SSC&B. Marschalk gains Lysol Pine Action cleaner from Avrett, and Lysol laundry sanitizer, a new all-purpose bleach. The two Lysol brands bill an estimated $10 million-plus each. Jordan gains Wet Ones and Chubs towelettes, billing $1.5 million, from SSC&B.

GrandMet to sell off Pinkerton Tobacco

MORTVALE, N.J.—GrandMet USA intends to sell its Pinkerton Tobacco Co. unit, the Owenboro, Ky., marketer of Red Man chewing tobacco and pipe tobaccos. Benton & Bowles, New York, handles Pinkerton's roughly $3 million ad account.

First ads poured into Cherry Coke

HARTFORD, CONN.—Coca-Cola USA, Atlanta, breaks its first advertising today for Cherry Coke in a $1 million tv campaign in this test area. SSC&B, New York, created the advertising.

ABC lines up sponsor stars for Oscars

NEW YORK—ABC-TV's telecast tonight of the Academy Awards will be sponsored by AT&T, Coca-Cola Co., General Electric, General Motors'

(Continued on Page 8)

Stones may rock for Pepsi

By NANCY GIGES

Pepsi-Cola USA hopes to close a deal soon with the Rolling Stones, adding that group to what could be a growing list of rock groups sponsored by the Purchase, N.Y.-based soft-drink company.

A Pepsi spokesman had no comment on the report, but reliable sources said Pepsi is prepared to pay more than the $10 million it invested in the Michael Jackson deal last year.

If the deal is consummated, with a single act Pepsi would appeal to a broader age span than Michael Jackson or Lionel Richie alone. Mr. Richie, who replaced the Jacksons in Pepsi-Cola commercials this year, has a multiyear, multifaceted deal. Although Mr. Jackson and his brothers no longer are associated with Pepsi, the company has expressed hope it would link with musical groups or individuals desiring a longer-term arrangement.

The Rolling Stones, one of the few groups that has remained popular for many years, removed the stigma from corporate sponsorship of rock groups when it signed with Jovan in 1981. That 45-city tour brought in some $40 million from

(Continued on Page 116)

Ad Age Best

The editors of ADVERTISING AGE took a look at last year's tv spots and selected 1984's best commercials. See Page 50.

NEWSPAPER

pl

AA
DC2001&CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

'Scapegoat' Luisi grazes JWT on libel

By STEWART ALTER

Did JWT Group make Marie Luisi the scapegoat for its syndication problems?

That's the point her lawyers seem most likely to emphasize in court, now that a New York state supreme court judge has ruled (AA, March 21) that Ms. Luisi does have a cause of action for a libel trial against JWT.

The trial, which probably won't take place for at least another year, is also likely to focus on several issues that go beyond the world of advertising. Two subjects likely to get attention, both of which have relatively little legal precedent, are the extent of liability of an individual executive for a corporation's problems and the topic of press releases as documents subject to libel suits.

JWT, which now has the burden of proof, maintains that it can establish its case against Ms. Luisi.

"We are confident that when the facts are presented in a court of law that they will prove that we did not libel her and they will totally vindicate the company," said Don Deaton, senior vp-director of corporate communications at JWT Group.

It was Mr. Deaton's department that prepared the March 30, 1982, press release that forms the basis for the libel suit.

"We've been confident from the beginning in the validity of the way we handled the matter and have felt the lawsuit was without merit and ludicrous," he continued. Mr. Deaton also confirmed that the Securities & Exchange Commission "is still investigating what happened and that that investigation has not terminated."

Ms. Luisi had headed J. Walter Thompson USA's spot-buying and tv program syndication units before it was learned that syndication revenue had been overstated significantly through computer system entries (AA, Feb. 8, '82, *et seq.*). Because of the discovery of these irregularities, JWT had to restate its earnings for that year to reflect a loss of more than $30 million.

The agency dismissed Ms. Luisi, labeling her responsible for the scandal.

The libel suit seeks damages in excess of $20 million and punitive damages of $30 million.

New York state supreme court Justice David Saxe ruled last week that "this press release may reasonably

(Continued on Page 114)

STABILITY.
THIS IS CHARTER OAK.

Charter Oak Savings Invests with Prudence.

Charter Oak knows that depositors want maximum return on their money. But then its portfolio managers also realize that stability — a balance of high yield and conservative investments — is in the best interest of depositors.

That type of prudent investment management is why Charter Oak consistently pays higher interest than most on passbook accounts...and does it without risking someone else's money on questionable ventures.

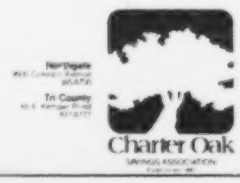
In fact, 91% of Charter Oak's total assets are in liquid funds, securities backed by U.S. government programs and secured mortgages. Another 7% is placed among 65 financial institutions and corporations from which CD's and preferred stock are held as security by Charter Oak. No high risk stuff.

Charter Oak's assets of approximately $350 million are in the right places:

- $200 million in fully secured mortgages.
- $15 million in cash and federally secured liquid funds.
- $18 million in Certificates of Deposit among 37 financial institutions.
- $103 million in a variety of U.S. government backed securities, such as GNMA's, FNMA's and FHLMC's.
- $8 million in preferred stocks of 28 corporations.

And Charter Oak realized net profits of $3.7 million last year, one of the highest returns of any thrift in the state.

That's prudence. That's stability. That's Charter Oak.



Sign of stability

Charter Oak Savings Assn., Cincinnati, used this ad to reassure customers of its "stability" after Ohio authorities cleared state s&l's to reopen last week *(see story on Page 113)*.

Highlights

Beer and wine advertisers can defuse opposition to their tv ads and marketing practices by implementing three relatively "minor" policy changes, according to the White House's alcohol policy coordinator. *See Page 10.*

The Christian Science Publishing Society in recent months has embarked on a new marketing program that promises to change the way the nonprofit organization works and may even turn it from a consistent money-loser into a break-even operation. *See Page 12.*

Mickey Mouse, Donald Duck and Pluto will star in a $2.5 million consumer advertising campaign starting in May, when Walt Disney Home Video begins promoting a new limited series of videocassettes. *See Page 32.*

In June, the International Assn. of Ice Cream Manufacturers, Washington, will ply legislators and Washington heavyweights with 3,000 gallons of ice cream, 300 pounds of candy and nuts, 8,500 ice cream novelties and 7,000 root-beer floats at its second annual ice cream social. After all, if elected officials support ice cream, how can the rest of the population ignore it, IAICM figures. *See Page 34.*

Stouffer Foods, the subsidiary of Nestle Enterprises that produces Lean Cuisine, is expanding its franchise in the health and well-being business by introducing a diet, nutrition and fitness video program for home use. *See Page 40.*

CORPORATE CLOSEUP

Just as his two-year struggle to stunt Storer Communications' multi-million-dollar losses and ballooning debt appeared to be paying off, Peter Storer, the company's 54-year-old chairman, is faced with a new threat that may force his corporation to liquidate. *See Page 4.*

FORUM

Adman Doug Wilhide wonders where all the creative "outlaws" went. *See Page 20.*

INTERNATIONAL

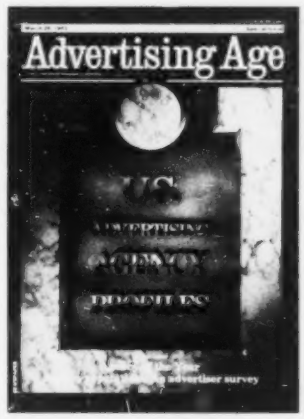
The Australian Broadcasting Tribunal, Australia's version of the Federal Communications Commission, has asked the government to strengthen the ABT's bylaws to prevent global marketers in Australia from using tv commercials produced overseas, regardless of how many court cases are won giving them the right to use more foreign material. *See Page 60.*

Aurrera, Mexico's leading supermarket, sells home computers displayed next to household appliances such as blenders and toasters. Earlier this year, Aurrera sold 3,000 Commodore 16 computers in a promotion supported by a $180,000 multimedia ad campaign via agency Garcia Patto y Asociados. *See Page 65.*

Geneva, Switzerland, apparently is not as permissive as most German-speaking Swiss seem to think it is. Recently, a poster featuring a semi-nude woman that scarcely raised an eyebrow in the cities of Basel and Zurich was banned in Geneva. *See Page 68.*

DIRECT MARKETING

Since opening his doors in 1980, Dwaine Canova's California-based Telephone Marketing Services operation has been growing at the rate of 60% per year. And while that may not be unusual for some telemarketing agencies, the path that Mr. Canova has followed to build up his telemarketing business is. *See Page 100.*



COMING THURSDAY

Next week, Advertising Age publishes its 41st Agency Profile issue, in which the Agency of the Year is named and 619 U.S. ad agencies are ranked. Ad Age *Thursday* will return April 4.

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Murdoch move out-Foxes L.A.

By BOB MARICH

Rupert Murdoch's buy into 20th Century Fox Film Corp. at a bargain price will give him a programing base to expand his worldwide tv ambitions.

The Los Angeles-based studio will supply programing to his tv ventures, analysts predict. With the purchase, the print media baron also gets his hands on Fox's extensive film library, which some analysts estimate is worth at least $300 million.

Mr. Murdoch operates Sky Channel, a satellite-direct-to-home tv service in Europe. A year ago, he abandoned a similar satellite tv venture in the U.S. in part because of difficulty in buying programing.

Mr. Murdoch's debut as a Hollywood mogul led to speculation primarily about the impact he might have on the shape and style of tv and theatrical programing.

But the move sent out another signal to newspaper publishers. With the Fox deal coming only months after Mr. Murdoch spent $360 million to buy 12 business titles from Ziff-Davis Publishing Co., New York, the newspaper in-

(Continued on Page 114)

Like, Carling catches on, eh?

Great Lite North

By SCOTT HUME

Beer marketers wondering what could happen if the U.S. government cracks down on the use of celebrities in advertising need look only as far as Canada.

Carling O'Keefe, Toronto, under license from Milwaukee-based Miller Brewing, is launching Lite beer in Canada, the first American light-beer brand to be introduced there. Lite also is the first new brand to be introduced simultaneously in all Canadian provinces.

Carling expects to have the same success with Lite that it had two years ago when it began producing and marketing Miller High Life under a similar license. But there's just one snag: The Canadian government is having trouble making up its mind about use of celebrities in beer advertising.

White House aide advises on tv alcohol ads (see Page 10).

The Canadian Radio & Television Commission, which must review and approve advertising before it appears, forbids use of rec-

(Continued on Page 114)

ADWATCH

P&G ad awareness scores fit to be Tide

By SCOTT HUME

The Tide rolled in last month for Procter & Gamble.

The nation's largest consumer-products company took a gamble this year by introducing a liquid version of its top-selling Tide laundry detergent. So enthused was P&G about the importance of and prospects for Liquid Tide that it called its first new-product press conference in 3½ years.

P&G also is so determined to ensure Liquid Tide's success that it has committed a reported $50 million to advertising and marketing for the brand.

The first wave of the Liquid Tide launch appears to have received a solid response.

Of the 1,255 consumers asked last month in Advertising Age's adWatch survey to name the first laundry-product advertising that came to mind, 465, or 37.1%, named Tide. In January, Tide's share of first mentions was 27.3%.

Significantly, 26 respondents (2.1% of the total) specifically recalled advertising for Liquid Tide. That's surprisingly strong top-of-mind awareness for a new product, especially so soon after introductory advertising has broken.

Tv advertising for Liquid Tide began Jan. 14. On Feb. 3 and 17, P&G supported the launch with heavy insert couponing (AA, Nov. 26). But new products and new advertising campaigns frequently hit the marketplace with little effect on adWatch awareness scores. That Liquid Tide already has captured consumers' attention means P&G has passed its first hurdle.

The second hurdle, of course, will be the continuing sales competition with Lever Bros.' Wisk, the leading liquid detergent. Wisk's was the second most often recalled advertising in the laundry category last month, although it mustered only 3.4% of first mentions. Lever's powdered detergent, All, held the No. 3 spot with a 2.8% share.

Another advertiser facing high hurdles is Pepsi.

In the January adWatch survey (AA, Feb. 25) awareness of Coke's and Pepsi's advertising was virtually even. Last month, the tie was broken. Coke's advertising came to mind first for 32.7% of the sample, a 5.6 point increase. Pepsi's share dropped 3.4 points to 23.6%.

Those changes left Pepsi trailing Coke just as major new advertising executions for both companies were about to be launched. Last month's adWatch polling was conducted between Feb. 1 and 20. Thus the awareness scores do not include reactions to Pepsi's Lionel Richie commercials (which debuted on the Feb. 26 Grammy Awards telecast) or Coke's new "Coke is it" executions (which broke Feb. 19).

The February adWatch also was conducted too early to be influenced by Geraldine Ferraro's controversial debut as a spokeswoman for Diet Pepsi. That brand's advertising could use an awareness boost, since it garnered only 3.5% of first mentions last month (placing it fifth). Diet Coke was fourth with 4.4% of first mentions.

All this means next month's scores in the soft-drink category should be especially interesting.

Still trailing the colas last month was 7UP, which received 5.3% of first mentions. That was a strong enough awareness share to keep it in its accustomed No. 3 spot. But 7UP also has launched new advertising that revives its "Uncola" positioning. Can a 15-year-old advertising theme boost 7UP's awareness? Watch this space next month.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name the advertising in a variety of product categories that first comes to mind from all seen, heard or read in the previous 30 days.

In February, 1,255 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points between monthly polls is considered to be statistically significant and attributable to more than variations in the sample.

Among other significant changes from the February survey:

- Is it Nissan or Datsun? Consumers continue to recall the auto maker's advertising under both names, which probably doesn't bother Nissan as long as they do recall its ads.

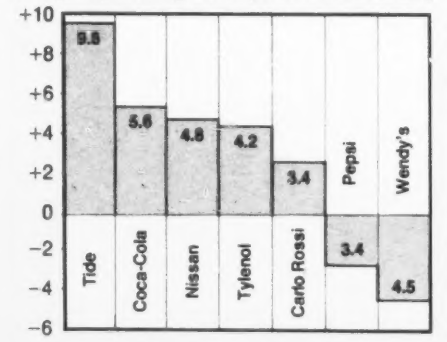
Nissan made its best showing ever last month, when its advertis-

(Continued on Page 113)

February winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.

Change in percentage of responses since January



PROMOTIONS VIA SHOPPING MALLS

Founded in 1975, Shopping Center Network produces National Traveling Mall Merchandising Events for M&M/Mars, Kraft, Chevrolet, General Foods, Lorimar, Clairol, Procter & Gamble, and other leading advertisers.

Call or write and we will show you how to utilize Shopping Malls to extend your promotional marketing to consumers.

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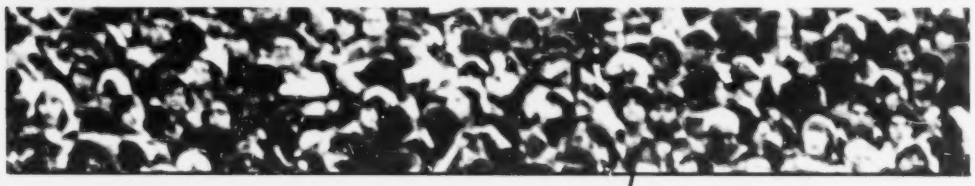


A ONCE-IN-75-YEARS SELLING OPPORTUNITY

The 75th Anniversary Jamboree of the Boy Scouts of America

July 24-30 brings 30,000 Scouts and adult leaders, plus 250,000 visitors, to the Diamond Jubilee Jamboree... a once-in-a-lifetime gathering at historic Fredericksburg, Virginia.

And July BOYS' LIFE celebrates this unique event in a dramatic 16-page full-color pull-out section covering the romance of seventy-five years of Boy Scout history, and every aspect of the Jamboree. This section will be saved, treasured and read and reread by BOYS' LIFE's readers: 1,475,000 subscribers, 5,090,000 boys age 9–17 total readers, 2,000,000 mothers and fathers, 590,000 girls.

Call BOYS' LIFE for the whole exciting story on how to sell this vast market of current and future customers.

BOYS' LIFE
271 Madison Avenue
New York, New York 10016
212-532-0985

Frohock to promote AA

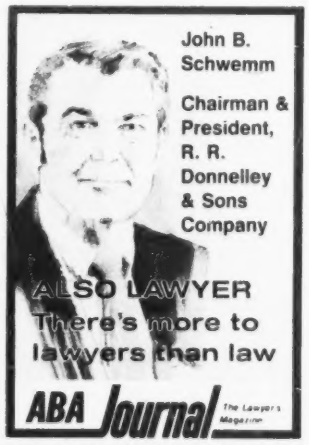
New York—Christina M. Frohock has joined Advertising Age as promotion director, with responsibility for the publication's marketing and promotion activities. She was affiliate promotion manager for Home Box Office, the pay cable service of Time Inc.

C. Frohock

According to AA publisher Louis F. De Marco, Ms. Frohock provides "a new dimension to the publication's sales support systems since her varied experience is ideal for our needs."

A 14-year veteran in the media-promotion arena, Ms. Frohock's experience also includes newspaper and magazine promotion. She previously was associated with *Metropolitan Home*, *Newsweek International* and the Newspaper Advertising Bureau.

Ms. Frohock will be based in AA's New York office.#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212-868-6220

CORRECTIONS & CLARIFICATIONS

- The major account losses attributed to J. Walter Thompson (AA, March 18, P. 8) should have been attributed to JWT/West's San Francisco office.
- A logo, "Ad Age Review," should have appeared with Fred Danzig's review of the new Miller High Life ad campaign headlined "Miller waves flag, but spots fall flat" (AA, March 11, P. 4).
- Lesley Gillman's assignment before joining Jack Brahms Advertising, Baltimore, was incorrectly stated, based on information supplied by the agency (AA, March 4, P. 46). Her previous position was account exec, WRLH-TV, Richmond, Va.
- Verbatim Corp. is not undertaking an agency review as reported earlier (AA, March 14, P. 35). The account was awarded to D'Arcy MacManus Masius, San Francisco (AA, Oct. 29).
- Beatrice Cos. gained $253 million from the combined sale of its cookie, foodservice equipment, agri-product and leather operations, not just from the sale of its cookie business (AA, Feb. 18, P. 77).#

Ohio s&ls bank on ads

By GARY LEVIN

State-insured savings and loan associations in Ohio switched from a "crisis mode" to one of recovery last week as most prepared to trumpet their reopenings with special ad campaigns.

Larger thrifts, at press time, planned extensive, short-term media campaigns to alert customers they would be back in business as early as March 22.

The crisis was precipitated by the failure March 9 of a single state-insured thrift, Home State Savings Assn. in Cincinnati. That failure caused a run on 71 other s&ls also without federal insurance, and Gov. Richard Celeste forced them to close their doors March 15 until the crisis could be resolved.

As for those new ad campaigns, City Loan & Savings Co., Lima, again will use celebrity spokesman Harry Morgan in tv spots to reassure depositors that it's "business as usual" for Ohio's largest state-insured s&l. Newspaper ads in most major dailies throughout the state will support the message for the 111-branch thrift, which has offices in each of Ohio's 88 counties.

W.B. Doner & Co., Baltimore, is the agency for City Loan and its Baltimore-based parent, Commercial Credit Co. Separately, the thrift hired the Burson-Marsteller public relations company to arrange media interviews and to send "personal letters" to each customer, a spokesman said.

The ads are "a message of confidence, reminding Ohioans of the long relationship between them and City Loan & Savings," said Don Riesett, management supervisor at W.B. Doner. "It's very straightforward and sincere, which Harry Morgan is very adept at." The veteran tv actor most recently appeared in CBS-TV's "M*A*S*H" series and "AfterMASH," its short-lived sequel.

Charter Oak Savings Assn., Cincinnati, planned immediate use of radio spots via Penny/Ohlmann/-Neiman, Dayton, announcing its ability to grant limited withdrawals. Newspaper and direct-mail efforts are expected to complete the $12,000-to-$15,000 campaign, said Bob Penny, the agency's chairman.

All emphasize the "stability" and "prudence" of Charter Oak's investments. The thrift has four branches each in Cincinnati and Columbus.

Other s&ls were plotting more unique ploys to regain customer confidence. One thrift reportedly agreed to donate a percentage of new deposits to an African hunger relief fund.

Another s&l, Molitor Loan & Building Co. in Cincinnati, passed out t-shirts emblazoned with the message "I support Molitor with my deposits." It also planned a radio and newspaper campaign via Financial Advertising Agency, Fort Mitchell, Ky., said Robert Nave, savings department manager. Mr. Nave added, "We're on the tv [news] so much, we don't need to buy tv time."

Smaller institutions found media coverage alone more then adequate for their publicity needs. "I don't think there are any [of our] customers out there who don't know we're open," said Stephen Wood, president and managing officer of Columbia Savings & Loan Co., Cincinnati. That s&l was allowed to reopen March 18. Fortuitously, its previous application for federal insurance was approved just after state officials shuttered it and 70 other thrifts.

And while Mr. Wood said the $6 million-asset s&l won't refuse new depositors, "we're not looking to go out and be a scavenger on this thing."

Officials at Independence Savings Bank near Cleveland said they'll also rely on word-of-mouth and local media coverage. But Mentor Savings Bank, also in the Cleveland area, plans a short-term direct-mail, newspaper and radio effort.

The Home State failure March 9 drained the state's private Ohio Deposit Guarantee Fund, which in turn caused a run on deposits at other state-insured thrifts.

Those applying for federal insurance and able to demonstrate "financial soundness" were conditionally permitted to reopen, at first only to grant $750 withdrawals to customers strapped for cash by the unexpected closing. Those who do reopen must obtain federal insurance within 120 days.#

Playboy countersues Jerry

NEW YORK—Playboy Enterprises, former owner of *Oui*, and freelance writer Jon Denny have countersued adman Jerry Della Femina, who took them to court last year for allegedly publishing "false and defamatory" statements about him in an interview in the January, 1981, issue of *Oui*.

The suit charges disparagement by Mr. Della Femina against the publication and Mr. Denny.

Mr. Della Femina sued Playboy and Mr. Denny around the same time filed a $184 million defamation suit against against A/S/M Communications, publisher of *Adweek*, and five individuals associated with that publication (AA, Aug. 30, *et seq.*). In part, his *Adweek* suit was spurred by an article in that publication he claims left the impression that a copy of the *Oui* article had found its way to the White House and doomed Della Femina, Travisano & Partners' chance to handle Ronald Reagan's reelection campaign.

The *Oui* interview, written by Mr. Denny, according to the Playboy complaint, had Mr. Della Femina discussing "the agency's annual 'sex contest'; his views on drug use; the manner in which his agency is run; clients he has handled, including Feminique, a feminine hygiene spray that he claimed was named for him, and his refusal, as a matter of principal, to handle the advertising for political candidates and campaigns."

As it turned out, James Travis, vice-chairman and chief executive officer of the Della Femina shop, and the agency's top creatives, Ron Travisano and James Weller, became key members of the Tuesday Team, the ad hoc agency that helped reelect the Reagan ticket. Mr. Travisano was bought out earlier this month by Mr. Della Femina (AA, March 11).

The Playboy countersuit in federal district court here contends that following his "rejection" by the White House, Mr. Della Femina began making statements designed to minimize the "damage and embarrassment" the interview had caused Mr. Della Femina "and to cast doubts on the honesty and professional integrity of Denny, who conducted and prepared the interview." Asked to comment on the countersuit, Mr. Della Femina replied, "I sued them. They sued me. That sounds fine to me."

In the case against A/S/M in state supreme court here, no ruling has been handed down concerning the defendant's motion to dismiss Mr. Della Femina's suit.#

AdWatch

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ing came to mind first for 11.3% in the **cars and trucks** category. That score represents a 4.8 percentage-point increase since January. For the record, 50 respondents said they recalled Nissan advertising; 19 remembered the advertiser as Datsun. Five commercials during January's Super Bowl helped Nissan's awareness, no doubt, as did broad print presence.

Ford's advertising continues to have the best recall, capturing 22.3% of first mentions last month. Chevrolet was second with 13.2%.

- "I love to talk about Carlo Rossi wine, but I'd much rather drink it," chortles the pixie-faced Carlo Rossi in the winery's advertising. The president of Carlo Rossi Vineyards is back on tv, and consumers noticed. In fact, the brand came to mind first for 4.4% of respondents in the **wine** category. That compares with a less than 1% share in January.

Riunite replaced Gallo as the category leader, capturing 8.6% of first mentions. Gallo came to mind first for 8% of the sample.

- Tylenol widened its lead in the **medicine and drugs** category with a 4.2 point gain to 24.1% of first mentions. Anacin took the No. 2 spot with 5.6%; Bayer was third with 4.2%.
- Where's Clara "Where's the beef?" Peller when Wendy's needs her? Doing Prego Plus spaghetti sauce commercials for Campbell Soup, that's where. The No. 3 burger chain's advertising has been losing awareness recently, and in February it received only 12.5% of first mentions. That represented a hefty 4.5% drop from January and gave Wendy's its lowest awareness score in the **fast-food** category in six months.

In January, Wendy's poked fun at its competitors with a commercial in which a clown (like Ronald You-Know-Who) and counter girl (like the stars of Burger King's spots) complained that they don't have stuffed baked potatoes to sell like Wendy's does. While the spot didn't help Wendy's awareness much within the category, Wendy's remained one of the 10 best-recalled advertisers over-all.

Consumers had no trouble remembering the name McDonald's. It easily retained the No. 1 spot with a 39.8% share of first mentions. Burger King took the No. 2 spot (for the first time in five months) with a 14.9% share.

- The **top 10** advertisers in unaided recall were Coke, McDonald's, Miller/Lite, Budweiser/Bud Light, Pepsi, Wendy's, Ford, Tide, IBM and Chevrolet.#

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For the Record

BBDO INTERNATIONAL, New York, maintains a high per-client profitability level by keeping "revenue generation per account equal to at least three times the salaries required to work on the account," says an investment study of the agency by Provident National Bank, Philadelphia. BBDO is the most profitable, on a percentage basis, of all U.S. publicly held ad agencies.

MILITARY ADVERTISING may be in for review by federal budget-cutters, says White House chief of staff Donald Regan. Mr. Regan said the role and effectiveness of advertising for the all-volunteer army "would be the basis for a discussion of whether that advertising should be held, cut or maybe increased." The Army's annual ad budget is about $65 million and the Navy's about $20 million. N W Ayer, New York, handles the Army and Ted Bates Advertising/New York handles the Navy.

LOTUS DEVELOPMENT CORP., Cambridge, Mass., has delayed for two months the introduction of Jazz, an integrated software package that is being counted on to make Apple Computer's Macintosh personal computer more attractive to business. Shipment of the software, which had been expected March 31 *(see earlier story on Page 82)*, has been rescheduled for May 27, reportedly because Jazz is plagued by operating "bugs."

HUGH HEFNER says he'll change his life following a mild stroke he suffered two weeks ago, even though the 58-year-old chairman of Playboy Enterprises has fully recovered. A spokeswoman for Chicago-based Playboy said Mr. Hefner probably will take "a more philosophic and creative role" and may become less involved in day-to-day affairs.

WOMEN FEEL misrepresented in car ads, says a new study that J.D. Powers & Associates, Los Angeles, conducted for *Family Circle*. Ads insinuate women are interested in a car's appearance only, said the women surveyed, and don't contain enough technical data. Respondents said dealers treat women shoppers less seriously than they treat men.

HOLIDAY INNS, Memphis, has proposed a corporate name change to Holiday Corp. to reflect the diversity of its growing chain. The company started with its Holiday Inns chain but now also owns Embassy Suites hotels, Hampton Inns, Harrah's hotels and casinos, Perkin's restaurants and the Residence Inn hotels.

SEVEN-UP CO., St. Louis, on March 31 will distribute 43 million two-page freestanding inserts in Sunday newspapers. The fsi includes a 25¢-off coupon for a carton of 7UP and a purchase offer for its upside-down Uncola glass. N W Ayer, New York, handles.

COCA-COLA USA, Atlanta, will air on ABC's Academy Awards telecast tonight a new commercial for diet Sprite featuring Paulina Porizkova. The 20-year-old Czech model, who appeared on the cover of *Sports Illustrated's* 1984 and '85 swimsuit issues, also appeared in last year's diet Sprite advertising. Marschalk Co., New York, handles.

BILLBOARD, New York, says it will contribute to USA for Africa $75,000 generated by its April 6 special section saluting that all-star group's "We Are the World" project. About 40 advertisers bought space in the section. The latest element in that fund-raising venture for the hungry and homeless in Africa and the U.S. is an album, which Columbia Records is releasing April 7.

AVON PRODUCTS, New York, is searching for an acquisition in either consumer goods or healthcare. It also has instructed all its divisions to make recommendations for divestitures from within each division.

ACCOUNT ACTIVITY: **Greater New York Aamco Dealers Assn.**, New York, to **Muller Jordan Weiss** for its $2 million broadcast account, from Albert Jay Rosenthal & Co. . . **Suntory International**, New York, to **Isidore & Paulson** for Suntory imported beer and other projects, with billings of at least $1 million, from Chiat/Day. . . **Beverly Sassoon Cosmetics**, Dallas, to **GSD&M** to handle the initial $2 million account for a new cosmetics line that will be marketed to women 25 years old and older. . . **Marriott Corp.'s** Marriott Hotels & Resorts, Washington, to **Lewis, Gilman & Kynett**, Philadelphia, for domestic advertising from Ogilvy & Mather, New York. The assignment follows a three-month agency review and a reorganization of Marriott's marketing team . . . **American Natural Beverage Corp.**, New York, to **Ogilvy & Mather Partners**, its first agency for Soho Natural soda.

WORTH NOTING: **Jordan, Case & McGrath**, New York, has formed working affiliations with Humphreys Bull & Barker, London, and Goodis-Wolf, Toronto. . . **Patricia Martin**, formerly director-marketing support, Warner-Lambert Co., and **Joan Lipton**, formerly senior vp-associate creative director, McCann-Erickson, have formed New York-based **Martin/Lipton**, an agency specializing in health and personal care products. . . Drossman Lehmann Marino Reveley, New York, has been renamed **Drossman Lehman Marino** following the departure of exec vp Maria Reveley a few months ago. . . **E. Christian Schoenleb** to president, Horn & Hardart's Bojangles' of America subsidiary, Charlotte, N.C., from president-ceo, Swensen's Ice Cream Co., Phoenix. He succeeds **Jack Fulk Sr.**, founder of the chicken-and-biscuit restaurant chain. Mr. Fulk's employment contract with Horn & Hardart, which acquired Bojangles' in 1982, expired last January. . . **Robert Edgell** to vice-chairman, a new post at Harcourt Brace Jovanovich, Orlando, Fla., while retaining his post of chairman, HBJ Publications, Cleveland. Separately, **HBJ Publications** has acquired *CPI100*, which covers the chemical process industry, from Contour Publishing International, Cherry Hill, N.J. . . . **Seven-Up Bottling Co. of Los Angeles** is bottling Chicago-based A.J. Canfield's Diet Chocolate Fudge Soda (AA, Feb. 14). The lately trendy aspartame-sweetened soft drink will be distributed for the first time in Las Vegas and throughout Southern California. . . **Beatrice Cos.**, Chicago, and the **China International Trust & Investment Corp.**, Beijing, have formed Beatrice-CITIC Development Co. to develop modern consumer products in China. The venture also will develop opportunities for exporting goods from China to international markets. . . **Penton/IPC**, Cleveland, has acquired *Millimeter* from Millimeter Inc., New York. Peter Jablon will continue as president at the magazine. . . **Gannett Media Sales** has added 30 daily newspapers to its Four Color Newspaper Network, bringing the total number of papers that can print high-quality process color advertising to 94. GMS formed the network of Gannett and non-Gannett papers in January (AA, Feb. 4).